

Regarding the proposed changes governing LPFM stations, I felt it was important to let you know how one such station affects my life and the lives of many of my clients and associates.

In Phoenix, Metro, where I reside, I receive broadcasts from K-LOVE radio on stations 105.5, 89.1 and 100.9 this station has served to provide me with something that NO other broadcast station has EVER been able to deliver. Hope. Encouragement from the music and commentaries that are part of K-Love's programming are and have been for years, an integral part of my life.

I play this station in my business, and it positively affects many of the individuals who hear it-many of which ask, "what is that you're listening to? - I never knew we had a station like that here."

The bottom line. K-Love does just as their "slogan" suggests. They provide positive encouraging music to a world deeply in need of such things. We can turn on many a station for entertainment, we have no shortage of talk radio, rock radio, shock radio, but we are sorely lacking in radio programming that reaches deeper. This is where K-Love fills a void.

I know at least 80 individuals who listen to K-LOVE regularly and all of them probably know a handful or more listeners themselves. At the risk of sounding dramatic, it would be a tragedy if K-LOVE's broadcasts were diminished or reduced because of a new ruling on LPFM broadcast. I urge you not to allow that to happen.

I know that my community, even my city, would suffer if K-LOVE were not available over the airwaves. As I have mentioned, there is no other 24-hour station that delivers the kind of family safe, positive, uplifting and wholesome content, as does K-LOVE radio.

Please do not allow any ruling that would deprive our community of this resource. In closing, I must sound very selfish in my description of how this affects my community. Yet, I am not unaware of the many other FM translators that carry K-LOVE across the nation and to other parts of the world. Indeed, it would be tragic to lose K-LOVE locally, but if a ruling on LPFM caused breaks in broadcast of K-LOVE nationally or globally, that would be an event I would deem catastrophic.

Thank you for your time and consideration.

Sincerely,
Anthony Policci
CEO
ABC Marketing & Consulting inc.